

Method and Apparatus for Strategy Science Methodology

ABSTRACT

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A method and apparatus for strategy science methodology involving computer implementation is provided. The invention includes a well-defined set of procedures for carrying out a full range of projects to develop strategies for clients. One embodiment of the invention produces custom consulting projects that are found at 10 one end of the full range of projects. At the other end of the range are, for example, projects developing strategies from syndicated models. The strategies developed are for single decisions or for sequences of multiple decisions. Some parts of the preferred embodiment of the invention are categorized into the following areas: Team Development, Strategy Situation Analysis, Quantifying the Objective Function, 15 Data Request and Reception, Data Transformation and Cleansing, Decision Key and Intermediate Variable Creation, Data Exploration, Decision Model Structuring, Decision Model Quantification, An Exemplary Score Tuner, Strategy Creation, An Exemplary Strategy Optimizer, An Exemplary Uncertainty Estimator, and Strategy Testing. Each of the sub-categories are described and discussed in detail under 20 sections of the same headings. The invention uses judgment in addition to data for developing strategies for clients.